



How to Win More Sales From Your Quotes (and Proposals).

by Stuart Ayling

You've discussed the situation with your prospect. You have the information you need. Now it's time to prepare your quote or proposal.

You spend time writing-up and reviewing your quote, being sure to address the key requirements discussed with your prospect. You've invested time, effort and money in getting to this point.

What do you do next? How do you communicate your quote to maximize sales?

Practices you should avoid:

- Sending the quote by email, because you don't have time to talk with the prospect.
- Not calling to see if the prospect has received or reviewed the quote.
- Believing the prospect will read (and fully understand) the quote.

Let's face it... in many cases the prospect will have additional questions about the quote, or may need to have some aspects explained to them so they can clearly understand how you will provide your product or service. But they are busy too and may say they don't want any further contact.

Prospects will skip to the price.

However, if you don't explain your recommendation to the client, they will usually go straight to the price and skip the main contents.

Plus, most times once the prospect has your quote they will be reluctant to meet with you again because they will feel as though they now have all the information they need. It is extra difficult to get them to schedule time with you.

The danger here is that you are the expert in what you provide. If you don't explain your quote you cannot expect your prospect to have the same degree of insight as you do about how you will deliver the outcome.

Tips for success:

So here are some tips to ensure your prospect fully appreciates how you are

proposing to help them.

(1) In your quote include a section on "Our Understanding of Your Requirements." In this section you re-state the key points identified during your discussion with the prospect. Be sure to include details so they prospect knows you understand exactly what they need.

(2) Position the section on your price within the quote after you have explained the benefits or outcomes. Do not place the price as the very last item or section. (Typically pricing is on the last page and people flick over to the last page looking for it.)

(3) During your sales discussion let your prospect know you will require a separate time to discuss the recommendations included in the quote. If possible, set an appointment for the quote discussion before you prepare the quote. Your objective is to get a commitment from the client to discuss the quote.

(4) Take the quote to your prospect and deliver it in person at the agreed meeting. At this meeting take your prospect through the quote section by section. Don't just hand over the quote and wait for questions.

Your objectives in using this approach are to:

- Remain in control of the information flow;
- Ensure your prospect does fully understand what you propose; and
- Establish yourself as a true professional by helping the prospect with their decision.

Emailing the quote and not following up because you are "too busy" is a wasted opportunity. Instead, be proactive and win more sales.

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